
Ag Promotion Perspective



*A publication of the Nebraska Department of Agriculture's Ag Promotion and Development Division.
Summer 2004*

Hay and Forage Hotline

The Nebraska Department of Agriculture (NDA) continues to operate the Hay and Forage Hotline to connect buyers with sellers of hay, pasture, and other types of forage. To list your hay or forage on the hotline or obtain a copy of the sellers' list, call 800-422-6692. The sellers' list is also available on our web site at www.agr.state.ne.us. To ensure accuracy of information, listings will be removed after 90 days, but producers have the option to be relisted by contacting our office.

Lease Hunting and Fishing Guide

Over 115 Nebraska lease hunting and fishing operations are included in the latest edition of *Sporting Nebraska*. The directory, published in cooperation with the Division of Travel and Tourism, highlights hunting and fishing opportunities located throughout Nebraska. If you would like a copy of *Sporting Nebraska*, please look for our booth at events this fall, such as the Nebraska State Fair or Husker Harvest Days, or contact our office. Those wishing to take advantage of a free listing in the next edition should also contact our office.

Inside this Issue

2004 Livestock Feed Assistance Program	2
Ag Promotion and Development Traveling Office	2
Senior Farmers' Market Nutrition Program (SFMNP)	2
Market Access Program	2
Non-Hormone Treated Cattle Program	3
Feedlot Promotion	3
Nebraska Grocery Store Promotion	3
Nebraska Value-Added Directory	3
Domestic Brochure	3
Gubernatorial Trade Mission to Mexico	3
Federal/State Marketing Improvement Program (FSMIP)	4
Farmers' Market Visits	4
MIATCO's MAP-Branded Program	4
New Program to Promote Nebraska Livestock	4
Youth Institute Wraps up and Staff Prepare for Next Year	5
Mission of the Ag Promotion and Development Division	6
Calendar of Events	6

2004 Livestock Feed Assistance Program

Eight counties in Nebraska have been declared eligible for the USDA's 2004 Nonfat Dry Milk (NDM) Livestock Feed Initiative due to extreme drought conditions. Those counties are Banner, Box Butte, Cheyenne, Garden, Kimball, Morrill, Scotts Bluff, and Sioux.

Nebraska's allocation of milk is just under eight million pounds. In order to be eligible, you must have a home mailing address within one of the qualifying counties. The program is designed to assist producers in maintaining foundation (animals kept for breeding purposes) livestock herds. Eligible species are beef cattle, sheep, goats, and bison.

Producers will be allocated milk based on a percentage of their foundation herd size and USDA ration recommendations. It is anticipated the program will operate similar to the 2003 program with vouchers for NDM issued to producers for redemption at participating feed companies. Producers and feed companies who participated in the 2003 program and are located in eligible counties should have received a letter outlining this year's program.

If you did not receive a letter but feel you qualify, please contact the AP&D Division at 800-422-6692 as soon as possible.

Ag Promotion and Development Traveling Office

The Ag Promotion and Development Division has been on the road in the past few months in a mission to make staff more accessible to citizens, civic groups, and agribusinesses across the state. So far, the office has been hosted by the Panhandle Research Station in Scottsbluff and the Farm

and Ranch Market Network/Three Eagles Communications in Columbus. At the time of publication, another traveling office was scheduled for Platte Valley State Bank in Kearney. One highlight of the traveling office has been the Nebraska Food Products Showcase, and those stopping by have also enjoyed the various brochures NDA has to offer. If you are interested in bringing the AP&D Traveling Office to your community, please contact AP&D.

Senior Farmers' Market Nutrition Program (SFMNP)

For FY2004, the Nebraska Department of Agriculture has been awarded \$251,127 to continue operating the SFMNP. The program provides low-income senior citizens with coupons to purchase fresh, locally grown fruits, vegetables, and herbs. The funds were awarded through a USDA grant program. By the end of July, over 450 fresh produce vendors were registered to accept the coupons. If you wish to register as a vendor, or if you have questions regarding the program, please contact our office.

Market Access Program

Funds are available to private breeders interested in promoting livestock, semen, or embryo sales in foreign markets. These funds are available through the Market Access Program (MAP) of the Foreign Agricultural Service (FAS) of USDA. The U.S. Livestock Genetics Export (USLGE) sponsors and administers the branded program for the livestock industry. The program provides up to 50% reimbursement of approved activities such as international advertising, development, translation, distribution of promotional materials, and participation in foreign trade shows and exhibitions.

Examples include promotion of “Profit Maker Bulls” or “Nebraska SPF Durocs.” Funds cannot be used for travel or personal reimbursement. For more information, contact the Ag Promotion and Development Division.

Non-Hormone Treated Cattle Program

Currently, a niche market exists to send non-hormone treated beef to the European Union (EU). AP&D staff have developed a PowerPoint presentation and informational program to teach Nebraska producers what it takes to meet the demands of the EU. AP&D staff would like to present this information to producer groups as soon as possible. Nebraska does have a big advantage over other states because Nebraska is home of the only two U.S. beef packing facilities approved to ship product to the EU. For more information on a program, please contact Royce.

Feedlot Promotion

Any Nebraska feedlot wishing to participate in NDA promotions is encouraged to contact our office. We are looking into increased promotions across the United States. We will focus our promotion in Idaho, New Mexico, South Carolina, Tennessee, Virginia, Arkansas, California, or any other state suggested by a Nebraska feedlot. For more information or to participate in NDA’s booth, please contact Royce.

Nebraska Grocery Store Promotion

Displays of Nebraska food products were popping up in several Lincoln grocery stores this summer. From May through August, AP&D set up a table in local grocery stores specifically featuring Nebraska-made products. In an effort to increase consumer awareness about the wide variety of products

produced and manufactured in the state, AP&D worked in cooperation with B&R Stores, Inc., and Lincoln HyVee stores to organize and carry out this promotional activity. Similar promotional campaigns featuring Nebraska-made food products may be conducted in the future in an effort to increase the marketability of Nebraska foods.

Nebraska Value-Added Directory

For the first time since 1999, AP&D has written a brand new value-added directory that lists over 300 food and meat companies and products that are located and made in Nebraska. Company names, contact information, products produced, and location of each company are the main components contained within the directory. If you would like a free copy of this directory, please contact AP&D.

Domestic Brochure

A research study guide for Nebraska value-added companies is now available. This brochure has been developed to assist Nebraska value-added companies in marketing their food products. The purpose of this brochure is to guide, direct, and advise Nebraska value-added companies in the domestic food industry business. Meetings held with grocery store directors, distribution companies, brokers, and independent contractors in the fall of 1993 were instrumental in writing this brochure. If you would like a free copy, please contact AP&D.

Gubernatorial Trade Mission to Mexico

From October 17-23, 2004, Governor Mike Johanns, along with a group of several industry leaders from across the state, will travel to Mexico in order to strengthen our

ties with our neighboring country. The cities the team will visit include Mexico City and Guadalajara, and Monterrey is being considered as a possible third stop. In addition to attending market briefings in each city, participants will have a special opportunity to meet potential Mexican buyers and importers during the week of the trade mission. AP&D is working with in-market representatives who can assist companies in designing their meeting schedules. For more information regarding this activity, please contact us.

Federal/State Marketing Improvement Program (FSMIP) Grant

AP&D was awarded a grant last year to develop a program that will strengthen Nebraska's fresh produce industry. A report researching Nebraska households and their purchasing patterns regarding fresh, locally grown produce and food safety training seminars were the first couple of steps taken toward achieving this goal. The improvement of the Nebraska Fresh Produce label, development of a newspaper advertisement, and creation of a marketing plan are the current activities underway to finish this project. After its completion, a producers' guide will be developed and available to fresh produce growers and businesses. The guide will be a summary of the written marketing plan and is intended to provide different ideas and unique avenues through which to more effectively market fresh, locally grown produce, whether it be through farmers' markets, roadside stands, U-pick operations, wholesaling through distribution centers, or wholesaling through retailers. Combined, this work will create a model for expanding Nebraska's fresh produce industry and increase consumer awareness of this unique market.

Farmers' Market Visits

During the months of August and September, AP&D staff will be visiting some of the farmers' markets in the state. AP&D plans to visit a number of the markets to answer any questions regarding the SFMNP and to gather insight and ideas from growers as to how to better market Nebraska fresh produce. If you have a local farmers' market in your area and would like an AP&D representative to visit it, please let us know.

MIATCO's MAP-Branded Program

The MAP-Branded Program allows Midwestern producers, processors, and exporters to receive 50% cost reimbursement for promotion of their name brand agricultural products in foreign markets. This program is only offered to Nebraska small businesses. To receive an application, companies must first fill out a prequalification worksheet which can be completed on-line at www.brandedprogram.org. The next program year begins on October 1, 2004. Please contact AP&D to find out more information.

New Program to Promote Nebraska Livestock

The Nebraska Department of Agriculture (NDA) is developing a program to recognize counties that support Nebraska's livestock industry. The Livestock Friendly County (LFC) program was authorized by the Nebraska Legislature to promote Nebraska livestock, the state's largest agriculture industry and largest single consumer of Nebraska feed grains. The Nebraska LFC program is a voluntary program that recognizes counties that actively support the livestock industry in the county. Through the program, NDA will partner with counties to

Nebraska Department of Agriculture

Merlyn Carlson, Director
Greg Ibach, Assistant Director

Ag Promotion and Development Division

Stan Garbacz, Administrator
Casey Foster, Value-Added Coordinator
Lyndsy Mlady, Coordinator
Richard Sanne, Coordinator
Royce Schaneman, Livestock Coordinator
Ila Deinert, Secretary, Administrative

To contact the Ag Promotion and Development Division,
call 800-422-6692 or (402) 471-4876.
Web site: www.agr.state.ne.us
E-mail: agprom@agr.state.ne.us

encourage development of the livestock industry.

Nebraska's agricultural economy depends on livestock. Livestock accounts for approximately 61% of the state's total agricultural receipts each year. Over 30% of feed grains grown in Nebraska are fed to livestock in the state. Competitive production of ethanol depends on the cattle feeding industry for use of key by-products.

Contact the Ag Promotion and Development Division of NDA to obtain information about this valuable program that will benefit the Nebraska livestock industry. Call 800-422-6692 or (402) 471-4876.

Youth Institute Wraps Up and Staff Prepare for Next Year

The 33rd Nebraska Agricultural Youth Institute (NAYI), held July 11-15, was another success. Nearly 120 high school juniors and seniors from across the state participated in

five fun-filled days of motivational speakers, commodity board presentations, sessions on alternatives in agriculture, and meeting lifelong friends. Thank you to everyone who participated and contributed to the success of NAYI 2004!

We are beginning to prepare for next year. The selection of the next Agricultural Youth Coordinator is underway, and the selection of the 2004-2005 Nebraska Agricultural Youth Council (NAYC) will take place in September. If you know a college-aged man or woman who is interested in applying for NAYC, please contact the Nebraska Department of Agriculture at 800-422-6692 as soon as possible.

Mission of the Nebraska Department of Agriculture

To regulate industries, as prescribed by statute; and to encourage and promote the interests of agriculture through advocacy and education.



Calendar of Events

Aug. 28 - Sept. 6 Nebraska State Fair - Lincoln
Sept. 12-15 National Barrow Show - Austin, MN
Sept. 14-16 Husker Harvest Days - Grand Island
Sept. 19-23 All-American Dairy Show - Harrisburg, PA
Oct. 13-16 Northern International Livestock Expo - Billings, MT
Oct. 17-23 Governor's Trade Mission to Mexico
Oct. 20-25 American Royal - Kansas City, MO
Oct. 29 - Nov. 7 Grand National "Cow Palace" - San Francisco
Nov. 6-19 North American International Livestock Expo - Louisville
Nov. 14-16 Private Label Manufacturers' Association (PLMA) - Chicago
Nov. 17-18 Gateway Farm Expo, Kearney
Dec. 2-3 Americas Food and Beverage Show and Conference - Miami

This newsletter is available in other formats for persons with disabilities upon request. For an alternate format or for additional information on topics in this publication, please call the Nebraska Department of Agriculture at (402) 471-2341.

TDD users can contact the Department by first calling the Nebraska Relay System. Telephone (800) 833-7352 and asking the operator to call (402) 471-2341.

Nonprofit Organization
U.S. Postage
PAID
Lincoln, NE
Permit 212

Nebraska Department of Agriculture
Ag Promotion and Development Division
P.O. Box 94947
Lincoln, NE 68509
18-03-00